

APPENDIX 1

Appendix 1: Matrix of Summary Judgment Arguments Applicable to Conduct At Issue

| Conduct At Issue | Alleged Relevant Market: Ad Server | Alleged Relevant Market: Ad Exchange | Alleged Relevant Market: Ad Buying Tools for Small Advertisers | Alleged Relevant Market: Ad Buying Tools for Large Advertisers |
|-------------------------|---|---|---|--|
| Tying | - Lawful Refusal to Deal - No Tie | | | |
| DA/EDA | | - Lawful Refusal to Deal - Business Justification - No “Net” Harm | | |
| Line Item Limits | | - Lawful Refusal to Deal - No “Net” Harm | | |
| Data Field Redactions | | - Lawful Refusal to Deal - No “Net” Harm | | |
| DRS | | - Business Justification - No “Net” Harm | | |
| UPR | | - Lawful Refusal to Deal - No “Net” Harm | | - Lawful Refusal to Deal - No Dangerous Probability of Achieving Monopoly Power |
| Bernanke | | - Business Justification - No “Net” Harm | - Business Justification | |

Note: Plaintiffs do not claim that conduct harmed competition in the alleged markets represented by grayed-out boxes.